

POWER PLAYBOOK 6

Power Rising for Midterms

AUGUST - OCTOBER 2026



We believe
in the power
of women
to create a
more perfect
democracy.

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Unite and Rise 8.5: The Culmination of Our Power

This is the culmination of the Power Playbook series where months of strategy, organizing, and narrative-building translate into turnout, protection, and real-world impact. Across six playbooks, we have anchored our work in shifting narratives, building collective power, holding power accountable, expanding our reach, strengthening our networks, and deepening our ability to mobilize communities nationwide.

In May of 2025, in response to the declaration of a constitutional crisis, the League of Women Voters launched the Unite and Rise 8.5 initiative, an ambitious effort to **mobilize 8.5 million** people and harness the power of voter engagement as a cornerstone of our democracy. What began as a call to action has grown into a coordinated, national movement — one that steadily built momentum through each 90-day arc of the Power Playbooks.

Playbook 6 is where that power rises.

Here, we are activating our full network to drive record turnout, protect voters, and ensure the midterm election is free, fair, and accessible. This is our moment to deliver.

Here is a snapshot of our journey to now.

Playbook 1 (May 2025 – July 2025): *Shifting Power Narratives* invited us to reframe how we talk about narratives related to aggressive immigration actions and public outcry around loss in governmental jobs and resources. The goal was to help communities move away from fear toward possibility and nonviolent resistance.

Playbook 2 (August 2025 – October 2025): *Holding Power Accountable* gave us the tools to confront injustice and demand transparency around redistricting. The League issued guidance on supporting communities throughout the redistricting process and demanded governors protect minority communities.

Playbook 3 (November 2025 – January 2026): *Building Power Through Partnerships* demonstrated how we can multiply impact through partnerships and collective action. LWV launched grassroots power partnerships with the Young Women's Christian Association, the National Council of Jewish Women, and the American Association of University Women.

Playbook 4 (February 2026 – April 2026): *Deepening Electoral Power* helped us reach new audiences and deepen partnerships within our communities as we employ strategies and resources to protect, engage, and turn out a record number of voters for the upcoming primary and general elections.

Playbook 5 (May 2026 – July 2026): *People Power Summer* continued our election preparation work while highlighting the many ways individuals and communities can fight for an inclusive democracy. Activities also connected to the 250th anniversary of the United States.

Playbook 6 (August 2026 – October 2026): *Power Rising for Midterms* marks the culmination of our Power Playbook series — where building power and holding power accountable come together to drive impact at scale. This final phase activates our nationwide network to deliver record voter participation, protect the vote, and strengthen systems that uphold our democracy during the critical months leading into the midterm election.

2



Four Pillars of Unite and Rise 8.5

1

Legal & Policy Advocacy: Challenge unconstitutional actions through litigation, advocate for electoral integrity reforms at the state and federal levels, fight voter suppression, and protect due process.

2

Public Mobilization & Coalition Building: Organize millions of people for quick activations and longer-planned activist campaigns, uplift local voices, and partner with grassroots, national, and international organizations.

3

Civic Education & Engagement: Launch public awareness campaigns, expand voter registration and turnout efforts, host educational forums, connect policy to real-life impact, and equip people with tools to act.

4

Democracy Resilience: Build lasting infrastructure to protect democratic values and institutions for the long haul.

3

Power Rising in Action: August – October



Visit this page for a complete list of
webinars in the 2026 Election Training Series

August

SUN	MON	TUE	WED	THU	FRI	SAT
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23	24	25	26	27	28	29
30	31					

KEY: 4 PILLARS | AUGUST PRIMARY PILLAR

Election Training Series Webinar: ★

- Legal & Policy Advocacy
- Civic Education & Engagement
- Public Mobilization & Coalition Building
- Democracy Resilience*
[Daily Democracy Practice](#)

- 4 Primaries in KS, MI, MO, VA, WA
- 6 Primary in TN
- 8 Unite & Rise for Voting Rights
- 8 Primary in HI
- 11 National Poll Worker Recruitment Day
- 11 Primaries in CT, MN, VT, and WI; special congressional primaries in AL (Districts 1, 2, 6, and 7); SC Republican special US Senate primary
- 18 Primaries in AK, FL, WY

ACTIVATE

Focus: Primary education, community engagement, League-wide activation

Theme: Nationwide Activation

August is our launch moment for full-scale midterm engagement.

Core Actions (Pick 2 – 3)

- ☐ **Launch “Know Before You Go” campaigns** with clear information on registration deadlines, voting rules, and polling locations.
- ☐ **Promote “Make Your Voting Plan” tools** and assist voters in preparing for Election Day or early voting. Teach communities the basics about how primaries work in your state and why they matter.
- ☐ **Leverage your network** and work with partners to send emails and share social media graphics across diverse communities, encouraging people to become poll workers — especially people who are bilingual.
- ☐ **Utilize VOTE411.org resources** to help voters research candidates and ballot measures.
- ☐ **Leverage August 8 activation:** Before the activation invite everyone in your circle and your partners to join your local event; after the activation, phone bank to ensure people in high-risk areas are prepared to vote.

August (continued)

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- 18 Primaries in AK, FL, WY

- ☐ **Establish VOTE411** state partnerships to spread the word about VOTE411 resources to empower voters in your community.
- ☐ **Conduct relational organizing efforts** (friend banks, family outreach) encouraging each person to reach five more people in their network.
- ☐ **Build and maintain relationships with local election officials** by attending board of elections meetings to strengthen trust and promote accurate, accessible election information.

Build the Pipeline

- ☐ **Invite every engaged voter** to stay connected beyond the primary.
- ☐ **Begin recruiting volunteers and partners** for fall voter engagement and voter protection work.
- ☐ **Recruit poll workers and observers** for the general election.

Key Priorities

- Execute an activation as part of the coordinated nationwide effort with hundreds of Leagues
- Drive record turnout for August primary elections
- Scale poll worker recruitment
- Begin expansion of election observation networks

What Success Looks Like

- Leagues activate simultaneously on or around August 8
- Community-based outreach and visibility events
- Clear calls to action around voting and volunteering

September

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20	21	22	23	24★	25	26
27	28	29	30			

KEY: 4 PILLARS | SEPTEMBER PRIMARY PILLARS

Election Training Series Webinar: ★

- Legal & Policy Advocacy
 - Civic Education & Engagement
 - Public Mobilization & Coalition Building
 - Democracy Resilience*
- [Daily Democracy Practice](#)

- 1 Primary in MA
- 8 Primary in NH
- 14 – 19 Disability Voting Rights Week
- 15 National Voter Registration Day
- 15 Primary in DE

ACTIVATE

ENGAGE

Focus: Voter registration, voter follow-up, and leadership development

Theme: Power Through Participation

September is where participation deepens into leadership. As primary elections continue and communities shift their attention toward the general election, September is a critical moment to follow up with voters, fortify relationships, and invite people into deeper roles in the movement.

Core Actions (Pick 2 – 3)

- ☐ **Host a voter registration event** on National Voter Registration Day where large numbers of unregistered voters may be available.
- ☐ **Organize “Vote Together” activities** (carpools, walk-to-the-polls, faith-based voting days).
- ☐ **Launch “Family Vote Pledges”** to encourage collective participation and storytelling.
- ☐ **Finalize and publish your VOTE411 voter guide information** by the time people start voting (absentee or early voting dates vary by state).
- ☐ **Host “Ballot Parties”** to help voters leverage the resources on VOTE411 and determine who to vote for, as well as ensure people voting by mail complete all the required steps so that their ballot is counted.

September (continued)

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20	21	22	23	24 ★	25	26
27	28	29	30			

KEY: 4 PILLARS | SEPTEMBER PRIMARY PILLARS

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- 1 Primary in MA
- 8 Primary in NH
- 14 – 19 Disability Voting Rights Week
- 15 National Voter Registration Day
- 15 Primary in DE

- ☐ **Conduct post-primary follow-ups** to thank voters and invite continued involvement.
- ☐ **Host primary debrief community calls** to identify barriers, lessons, and priorities.
- ☐ **Recruit and train volunteers** for roles such as election observers, outreach ambassadors, and event leaders.
- ☐ **Launch/re-launch an election observation program** in your community.
- ☐ **Continue relational organizing and monthly friend banks** focused on registration and early voting.
- ☐ **Spotlight stories** for first-time, multigenerational, or newly engaged voters.

Build the Pipeline

- ☐ Transition voters into volunteers with clear next steps.
- ☐ Identify and support emerging leaders across generations.
- ☐ Prepare volunteers for October voter education and voter protection roles.

Key Priorities

- Register and re-engage voters
- Center accessibility and inclusion
- Strengthen partnerships and coalition outreach

What Success Looks Like

- Registration drives across communities
- Targeted outreach to underrepresented voters
- Storytelling that reinforces the importance of participation

October

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18	19	20 ○	21	22	23	24
25	26	27 ○	28	29	30	31

KEY: 4 PILLARS | OCTOBER PRIMARY PILLARS

Election Training Series Webinar: ★

- Legal & Policy Advocacy
- Civic Education & Engagement
- Public Mobilization & Coalition Building
- Democracy Resilience*
[Daily Democracy Practice](#)

5 – 9 Voter Education Week
20 Election Hero Day
27 Vote Early Day

November 3 General Election
November 3 Louisiana US House
Primary Election



Focus: Voter education, early voting, voter protection at scale

Theme: Final Push, Election Observation, and Voter Protection

October is where power is activated at scale and fully deployed.

As voters begin casting ballots, Leagues move into a high-visibility, high-impact phase focused on ensuring voters have the information, confidence, and support they need to fully participate.

Core Activities (Pick 2 – 3)

- ☐ Launch high-frequency voter education campaign on how, when, and where to vote.
- ☐ Promote early voting through Vote Early Day events and outreach.
- ☐ Launch your VOTE411 candidate pressure campaign to encourage candidates who have not yet answered your questions to respond before Election Day.
- ☐ Host voter education events to demystify the voting process and help your neighbors vote with confidence.

October (continued)

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18	19	20	21	22	23	24
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KEY: 4 PILLARS | OCTOBER PRIMARY PILLARS

Election Training Series Webinar: ★

- Legal & Policy Advocacy
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5 – 9 Voter Education Week
20 Election Hero Day
27 Vote Early Day

November 3 General Election
November 3 Louisiana US House
Primary Election

- ☐ **Activate trained election observers** and coordinate coverage with partners.
- ☐ **Elevate election officials** through Election Hero Day storytelling and appreciation efforts.
- ☐ **Activate rapid response plans and trusted messenger networks** to address voter questions or issues, as well as mis- and disinformation.
- ☐ **Continue relational organizing and monthly friend banks** focused on making a voting plan and understanding early voting options.

Build the Pipeline

- ☐ Sustain volunteer engagement through Election Day and post-election protection efforts.
- ☐ Identify stories, lessons, and leaders to carry efforts forward beyond the midterms.

Key Priorities

- Educate voters on how, when, and where to vote
- Promote early voting participation
- Elevate election officials as trusted leaders
- Fully scale election observation programs

What Success Looks Like

- High-frequency voter education campaigns
- Public events and digital pushes
- Robust voter protection infrastructure in place

4



Scaling Civic Holidays

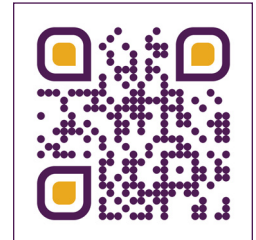
Civic holidays are nonpartisan days of action that strengthen and celebrate our democracy. They bring together a wide range of organizations and communities in pursuit of an America where everyone participates and votes.

Each civic holiday is a new opportunity to engage voters and walk them through making their voting plan — from registering to vote, to learning about what’s on their ballot and their various voting options, to casting their ballot. It’s another chance to connect with new partners, address gaps in outreach plans, deepen relationships with current partners, connect with the media, and leverage relational organizing to ensure every voter has the tools and the information they need to vote with confidence and make their voice heard.

You can help voters connect the dots by talking with them about how elections and civic engagement are now more important than ever before, because our actions today determine the America of the future.

To learn more about each of the 2026 Civic Holidays — National Voter Registration Day, National Voter Education Week, Election Hero Day, and Vote Early Day — and access resources, messaging, and engagement ideas, [visit the LMS](#).

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Voter Protection Nationwide

A core priority of Playbook 6 is safeguarding elections through expanded monitoring and support.

Key Strategies

- Recruit and train election observers nationwide.
- Coordinate statewide coverage plans.
- Build rapid-response support systems.

League Role

- Identify local needs and gaps.
- Partner with state and national efforts.
- Ensure visibility and accountability at polling locations.

Elevating Election Heroes

Focus for Election Hero Day (October 20)

- Recognize and celebrate election officials.
- Highlight their role in ensuring free and fair elections.
- Build public trust through storytelling.

League Actions

- Spotlight local election workers.
- Share stories across social and traditional media platforms.
- Engage communities in appreciation efforts.



Summer Concert & Corporate Partner Opportunities

Building power means meeting people where they are — and once again, we are taking voter registration and engagement into the places where community, culture, and connection already thrive. Building on the success of last summer, the League is excited to continue leveraging concerts and corporate partnerships as high-impact opportunities to register voters, share trusted election information, and invite new people into the movement.

This summer, we will be joining several major concert tours to conduct voter registration and voter engagement, including five tour dates with Bonnie Raitt and more exciting artists to be announced.

If there are concert tabling opportunities available in your city, our Partnerships team will reach out directly to coordinate logistics, staffing, and support.

In September, several partners will be opening their doors to Leagues interested in hosting events in their spaces — bringing democracy directly into neighborhoods and reaching voters who may not otherwise be engaged. This will include:

- **Lush Cosmetics:** Sign-up period for Leagues has passed, but if you missed it and are interested in tabling, please reach out to partnerships@lwv.org.
- **Ben & Jerry's:** This is a new partnership celebrating National Voter Registration Day in scoop shops with pop-up tabling events. This partnership will be available in a select number of shops across the country. If your League is close to one of these shops, we will contact you in early August to coordinate next steps.

We are also in conversation with several other partners about fall opportunities and will be announcing more soon!

These partnerships allow us to reach new audiences, amplify our nonpartisan message, and make civic participation visible, accessible, and welcoming. We look forward to working with many of you on these exciting collaborations as we continue building people power through the midterms.

For more information or to express interest, please visit [our League Management Site page](#) or contact partnerships@lww.org.

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Defining & Measuring Success

Success in Playbook 6 means our collective power is visible, active, and delivering results. It looks like Leagues activating together in August to drive record primary turnout, recruit poll workers, and expand election observation; deepening engagement in September by registering voters, centering accessibility, and welcoming new activists and leaders; and fully deploying in October with high-impact voter education, early voting promotion, and election protection at scale.

Success means that voters are informed and confident, election officials are supported and celebrated, and communities are mobilized to participate freely and fully, demonstrating that when we build power and hold power accountable together, we strengthen our democracy at the moment it matters most.

Milestones and Measuring Success

Success is not only participation in isolated events, but the number of people who move from initial engagement to sustained civic action. Over these 90 days, our milestones will measure:

- **Engagement:** the number of members and partners participating in events, trainings, and coalition activities
 - o # of voter contacts made
 - o # of voters registered/updated registration
 - o # of attendees at events (e.g., ballot parties)
 - o # of volunteers engaged in activities (e.g., election observers, text banks)
- **Reach:** how far our message travels through new partnerships, communities, and digital media platforms
 - o Social media engagement around VOTE411
 - o Number of volunteers converted to August 8 commitments
- **Impact:** tracking voter registration efforts, community election corps formed, and stories of collective action that inspire replication

We will measure progress with a mix of quantitative data (participation counts, partnerships formed) and qualitative stories that capture the spirit of building power through coalition.

A large, bold, orange number "8" is centered within a thin orange square border.

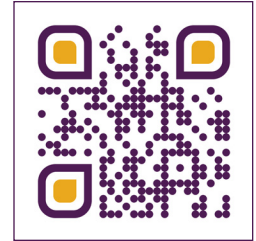
Guidance: Navigating Nonpartisanship During Election Cycles

When candidates are running for office, our nonpartisan stance is clear and firm: **We do not endorse or oppose any candidate or political party.** Through state and local voter guides and VOTE411, Leagues work tirelessly to solicit and gather answers from tens of thousands of candidates around critical community questions.

These include questions about voting rights, climate change, reproductive rights, inflation, immigration enforcement practices, federal checks and balances, and more issues that affect the lives of Americans. These questions help voters decide on which candidate reflects their values and community needs. And while we provide voters with information on where candidates stand on key issues, host nonpartisan forums, and work to ensure every eligible voter has access to the ballot, **our goal is to empower voters with facts, not to tell them who to vote for.**

We Are Nonpartisan, Not Neutral

Remaining nonpartisan does not mean staying silent. When democracy itself is under threat, when voter access is restricted, or when misinformation spreads, we have a responsibility to speak out — clearly and forcefully. Our nonpartisan commitment strengthens our voice, allowing us to advocate for fundamental rights and freedoms without being seen as beholden to any political agenda.



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Resources

Full resources, toolkits, and trainings for Leagues to work on this micro-campaign can be found on the League Management Site at lww.org/PowerPlaybook6.

10

What's Ahead

To help Leagues plan ahead, this brief preview of upcoming efforts is designed to build momentum over time, support local planning, and align our collective work around key civic moments.

November/December: Protecting the Vote. Following Election Day, we will concentrate on protecting our collective power by responding to and defending against attacks on election results, ballot counting, and democratic processes.

11



Closing Inspiration

This is a defining moment for our democracy — and for us. This is one of those moments we'll look back on and say *"This is when we decided who we wanted to be."* Not because we all agreed on everything — but because we agreed that democracy itself is worth showing up for, protecting, and strengthening together.

An inclusive democracy makes us stronger as a country. When more people participate — especially through early voting — we send a clear message about the future we're choosing: one where voices matter, accountability matters, and democracy works for everyone. Record turnout isn't just a number; it's how we create the conditions for real, pro democracy reform and elect leaders who answer to voters.

And here's the good news: the way we build that power is incredibly doable. It's as simple as each of us making a plan to vote and committing to reaching **five people** in our lives who didn't vote in 2024 or who will be voting for the first time this year. Five is a small number; nearly everyone has five people in their network. And when those five people each engage with five more, something powerful happens. What starts as individual action becomes collective power.

At a time when redistricting battles and election mis- and disinformation across the country are clearly designed to silence communities and limit representation, turnout is how we respond. When more people show up, it disrupts the math that created unfair maps. We have the power to break the map — not with rhetoric, but with participation — and in doing so, help protect the future of our democracy.

So, square your shoulders. This is our moment. Through our own participation and through the people closest to us, we have the power to shape our country, elect a Congress that is accountable to voters, and rise powerfully together to meet this moment. Let's do this.

A handwritten signature in black ink, appearing to read "CWS", is positioned above the name and title of the signatory.

Celina Stewart, Esq.

CEO, League of Women Voters